

JUNE 15, 1937



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JUN 21 1937

# Sales Management

- ★ The "Consumer Movement": Its Aims, the People Behind It and What It's Doing
- ★ Chevrolet Dealers Join Company Sales Chiefs in Policy and Sales Planning
- ★ Formfit Sales Soar When Big Department Stores Join in Simultaneous Promotion
- ★ How American Industry Is Putting Market Research to Work—By Percival White
- ★ Representative Connery Writes on Labor Standards Legislation—Spotlight

THE MAGAZINE OF MODERN MARKETING

# *The Executive* *Ball...*



"Sold" as far as the purchasing agent.

"No sale" above him.

Too often this reversal is the penalty your salesman suffers just because some top executive has never heard about your product.

Who is to tell him? Sell him?

That's where FORTUNE comes in. At ten dollars a year, FORTUNE reaches the top men in American industry, executives even your crack salesmen find hard to interview, men who usually have the final say in what to buy and when.

And FORTUNE commands the respect of such men because FORTUNE is their year-round authority on business.

A campaign in FORTUNE costs surprisingly little. And whatever it costs, it's worth your while to advertise in the magazine where executives READ the advertising pages. Worth it in dotted lines and black ink entries.

See for yourself how a campaign in FORTUNE helps sink that executive eight-ball in your side pocket.

**FORTUNE**

135 EAST 42nd ST., NEW YORK









"Look, PARKER PEN's back again —  
buying 'THIS WEEK', and getting **BOTH**"

## ***They just PULL...and PULL...and PULL***

Did you know that THIS WEEK'S lineage is increasing more than four times as fast as its number of accounts? That's because last year's advertisers are coming back with bigger schedules. And *that's* because last year's ads must have brought home the bacon. And *that's* because THIS WEEK, and THIS WEEK alone, gives its advertisers —

### ★ **MAGAZINE POWER** *and* ★ **NEWSPAPER SALES PUNCH**

THIS WEEK gives you Coast-to-Coast magazine coverage of over 5,200,000 families . . . *plus* newspaper concentration that averages 1 in every 3 families in 24 key markets. ★ THIS WEEK gives you a rich magazine color page at less than ¼¢ per family . . . *plus* newspaper flexibility that allows local copy changes in each of its 24 cities. ★ THIS WEEK gives you top-notch magazine fiction and features for all the family . . . *plus* the local newspaper's dealer influence that gets your product on the shelf, and shopper-influence that clears it off again. Try THIS WEEK . . . You, too, will come back for more.

**"THIS WEEK" MAGAZINE**

# THE HUMAN SIDE



## Sugar Panties

Sometimes advertisers go to a lot of trouble—as in the case of Johnny Morris for Philip Morris cigarette—to put the breath of life into their trade marks and ads.

And sometimes they just happen.

National Sugar Refining Co. has received a letter from a woman in one of the recently-flooded districts of the Middle West. The family lost everything. The youngest—two and a half years old—had no panties. So the woman—the little girl's grandmother—made her some out of Jack Frost sugar sacks.

Each pair has Jack Frost on the seat. "She is quite a live wire," the grandmother says. Being "on her head as much as on her feet," she never fails to highly advertise when we have guests."

## Silversmith Wants Spoon

When a silversmith makes a spoon, it seems, the original is carefully kept by the manufacturer. Perhaps it is a souvenir. Perhaps it is used to make sure that forthcoming spoons of similar pattern do not deviate from the original.

In introducing the new Stradivari pattern, named for the noted violin maker, however, a clerk of Wallace Silversmiths, Wallingford, Conn., unthinkingly packed the original with others of the same pattern and sent it off on some dealer's order. The dealer already may have sold it to some customer.

The Wallace people, all excited about the situation, have written to silverware dealers throughout the country, offering \$100 reward for its recovery. The original may be recognized by the signature of William State Warren, the designer, on its back.

All of which makes such a good yarn that someone has suggested maybe Wallace just let that spoon sneak out into the busy channels of trade, so that some people would buy a lot of Stradivari silverware in the hope of getting one \$100 spoon cheap.

## Water Smeller

Henry Laughlin, of Tyrone, Pa., and Jimmy Durante, stage and screen actor, are grateful for the noses which a kind Providence bestowed on them. Both earn their living, in large part, with their olfactory organs, though in slightly different manners.

Mr. Laughlin's nose is not as ornamental as Mr. Durante's, but it is much more useful. It is, indeed, one of the most sensitive noses in these United States. He can turn on a faucet in any city and by smelling the water determine the exact palatability of the water in that city. Also he can identify the city from which any water sample comes if he has ever previously smelled and tasted it.

This highly developed sense of smell is a great asset to him, and to the Industrial Chemical Sales Division of the West Virginia Pulp and Paper Co. The firm makes activated carbon, for removing

tastes and odors from municipal water supplies. Smeller Laughlin acts as a traveling trouble shooter for the sales division.

Keeping a city's water supply sweet and palatable usually requires more thought and effort than keeping it pure, he explains. Virtually every city is troubled by bad odors developing in the water at some time of the year, and some waterworks are continually pestered by consumer complaints. Most bad water smells are caused by microscopic organisms that give off oily, fishy tastes. Some 1,000 cities now purify their waters by treating them with activated carbon, which, it is claimed, is a hundred times more powerful in absorbing tastes and odors than the old-fashioned charcoal.

A lot of "manufacturing" has to be done to the average 100 gallons of water which Americans use every day. Sediment and organic matter must be precipitated out; harmless bacteria killed; if it is extremely hard, it must be softened. Sterilization may render water free from harmful germs, and safe to drink, but it does not remove odors. On the contrary, tastes are often accentuated.

Smeller Laughlin has classified water tastes and odors into 30 types. When a city gets its supply from two or more sources, several odors may be blended, and a disagreeable water "cocktail" will result. A pound of activated carbon, he says, will eliminate tastes and odors from 100,000 gallons of water.



*Just as wine and tea-tasters can describe vintages and blends from a single sip, so Henry Laughlin can smell H<sub>2</sub>O and name the waterworks from whence it came. In the absence of rival claimants, he is the country's only official water smeller.*

He has worked in the chemical company's laboratory since 1930. In treating hundreds of samples of water for odor removal, Mr. Laughlin, his bosses noted, was a wizard at detecting minute differences in smell. Now they have moved him out of the laboratory, conferred on him the official title of Water Smeller.

How he keeps his smell sense keen is a trade secret. At present he has no competitors, yet rivals may bob up. Therefore he says it "just happens," and sniffs contentedly.

## Match Stacker

The liquor people do a lot of things to attract attention to their products. They sponsor boat races and golf tourneys, and if human flies came back into vogue, doubtless they would sponsor them.

Having discovered a national "mania" for the science of match-stacking, Calvert Distillers Corp. has gone in for that. Under Calvert auspices, Wade Brown of Baltimore, said to be America's champion match-stacker, appeared before the National Retail Tobaccoists' convention at Hotel Pennsylvania in New York on Thursday, June 10.

(Continued on page 1124)

SALES MANAGEMENT, published semi-monthly, on the first and fifteenth, except in April and October, when it is published three times a month and dated the first, tenth and twentieth; copyright June 15, 1937, by Sales Management, Inc., 420 Lexington Avenue, New York, N. Y. Subscription price \$4.00 a year in advance. Entered as second-class matter June 1, 1928, at the Post Office, N. Y., under the act of March 3, 1879. June 15, 1957. Volume XL. No. 113.



*Coronet's* page size, not an experiment, was determined by scientific application of engineering principles to publishing. Just as structural design combines maximum strength with minimum bulk and weight, so is maximum visibility and impact plus increased readership provided by pocket-sized CORONET'S pages.

Neither was CORONET the first publication to employ this formula that dominates the trend in all phases of modern living. The public's purchase of pocket-sized magazines ever-increasing for years, now amounts to over five million copies, every month.

CORONET, the magazine of tomorrow, offers the greatest value available per advertising dollar today.

Advertising now being accepted to start with the October issue.



The Mystic River shipbuilders at Medford, launched many a proud Yankee vessel the first 70 years of the last century. Ballasted with Medford rum they sailed the 7 seas to found many a New England fortune.

## THEY'RE STILL MAKING HISTORY IN BOSTON...



Within 400 yards of the historic Medford shipyards stands WEEL's new high-fidelity transmitter. From this point advertising messages are moving more goods daily (to over 1,500,000 WEEL-COLUMBIA families) than all the Medford bottoms could carry!

**WEEL** — BOSTON — 5000 high-fidelity watts day, 1000 night — operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, 485 Madison Avenue Chicago, 410 North Michigan Avenue • Detroit, Fisher Building Los Angeles, 5939 Sunset Blvd. • San Francisco, 601 Russ Building

With the top of a pint Calvert bottle as a base, Mr. Brown was to erect by the following Saturday afternoon, an inverted Christmas tree embracing some 10,000 matches.

SM does not know whether or not Mr. Brown really came through. We had to go to press before that.

Presumably, he did, though—unless one of the tobacconists reached for that bottle.

### Newspaper Aids Radio

A lot of radio stations now being controlled by newspapers, the rivalry between them is not always so bitter as you might think. The right hand, on occasion, has let folks know what the left hand doeth.

Peter Paul, Inc., maker of Mounds and Dreams candy bars, has been running a series of rhyme-a-line contests on ten radio stations, including WFIL, Philadelphia. WFIL is controlled by the Philadelphia *Inquirer*.

To stir up listenership for the contest, and without consulting Peter Paul or Platt-Forbes, Inc., its agency, the *Inquirer* ran a tie-up ad on the contest the other day.

### Choosey Mr. Saunders

If you haven't a dollar, Clarence Saunders does not want you as a customer. In fact, opening his first "Keedoozle Store" in Memphis the other day, he announced that he will require each customer to deposit a dollar with the cashier on entering the store.

Originator of Piggly Wiggly self-service establishments, pioneer in other types of retail merchandising, Mr. Saunders is said to have grown wealthy, and gone broke, a couple of times following through on his ideas.

The Keedoozle stores will be almost wholly automatic. Even the minimum "size" of the customer will be automatically maintained. Mr. Saunders says his narrow profit margins make the down-payment necessary.

At any rate, he may have a notion here which manufacturers and retailers of other products may do something about. Would it or would it not be worth while for Mr. Chesterfield to tell you that he would not have you as a smoker unless you bought 100 cigarettes at a time, or for Mr. Phillips to dispense his milk of magnesia in gallon quantities?

Probably other business men will wait to see what happens to Mr. Saunders. After all, a dollar isn't a great amount to spend in one place—if you have it.

### Kleptomaniacs, Genus Salt Shaker

The Pullman Co. has wept a good many bitter tears over the way passengers make off with its towels, and has done its utmost to prevent it. Some hotels seem to have developed methods of mooring down everything portable.

All of which, thinks United Air Lines, is promotionally unsound. When a customer finds something which he likes—particularly something which does not cost much and which will serve to remind him of his trip, he should be permitted, by all means, to steal it.

Launching the new "super deluxe Skylounge Mainliners," a few weeks ago, United introduced fancy blue salt shakers, bearing its imprint. These cost, said Bob Neff, eastern publicity manager, about 5 cents a pair.

Theft of salt shakers thus far, Mr. Neff believed, has averaged nearly 100%. The theft average for promotional menu cards, costing 2 or 3 cents apiece, has been nearly as high.

The only costlier item which United has missed lately, however, has been a 2 x 2 foot pillow (also promotional). United does not even mind that, but wonders how the passenger ever got it past the stewardess.

Just so long as passengers don't start making off with propellers, it's all right with United.

SALES MANAGEMENT





**Sellers' Delight ...  
on Narragansett Bay!**

**Rhode Island Leads the  
New England Fleet in  
Department Store Gains!**

#### **NICE BREEZE!**

**N**O financial doldrums in Rhode Island! In April —30th consecutive month of increasing payrolls—a 16 million dollar pay envelope gave merchant men the spankingest breeze in seven years . . . 3 million dollars more than in April, year ago. Manufacturing, which accounts for half of Rhode Island's working crew, added 30% to all hands' pay!

#### **NICE GOING!**

**N**O selling doldrums in Rhode Island! In April —biggest since 1931—department store sales swelled 20% over '36 . . . gained nearly 40% over March. And pleasing to Rhode Island skippers and manufacturers whose cargoes were aboard . . . Rhode Island showed her heels to the entire New England fleet in April's department store race!

**MEANWHILE . . .** June begins Rhode Island's annual influx of well-to-do summer residents . . . families who have invested millions in this famed summer playground and whose seasonal wants add to sellers' delight on Narragansett Bay. Sales auxiliaries for advertisers are the morning Journal and Evening Bulletin . . . daily blanket coverage of the *masses* (19 out of 20 families) in A.B.C. Providence and the better-buying *classes* (2 out of 3 families) in Rhode Island.

## **Providence Journal-Bulletin**

*Dominating New England's Second Largest Market*

#### **REPRESENTATIVES:**

Chas. H. Eddy Co., New York, Chicago, Boston, Atlanta

#### **PACIFIC COAST:**

R. J. Bidwell Co., San Francisco, Los Angeles

JUNE 15, 1937

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# Sales Management

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### Notes from the Managing Editor's Desk

You've heard odds and ends of news about various angles of the so-called "consumer movement," but probably you're pretty foggy about all the elements that go to make it up. We've unscrambled them in an article in this issue—and if you make consumer goods, you'd better begin to take this crusade on the part of the American Housewife to heart.

Have you developed a new compensation plan which has turned out to be a marked improvement over an older method of payment for salesmen? If so, we'd like to hear about it—and report it in our big "Managing Salesmen" issue due October 10.

Saunders Norvell has just sent over an exceptionally good article on catalogs—jobbers' catalogs, specifically. He thinks they can be converted from mausoleums of price-and-style data into active selling aids—and he explains how. See next issue.

Personal—to a certain gentleman in horn-rimmed spectacles who sat at the next table in Schrafft's Chrysler Bldg. restaurant the other day, reading the May 15 issue of SALES MANAGEMENT along with corned beef hash and iced coffee: Does it interest you to know you're a "typical" subscriber? One who reads "Scratch-Pad" and "Significant Trends" first and who enjoys (are we assuming too much?) the Spotlight section?

A. R. HAHN.



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*Write your own Ticket*

**BUT**

# GO GEOGRAPHIC

*Sell the First Million First*

**THE NATIONAL GEOGRAPHIC MAGAZINE**

Washington, D. C.

Net Paid Circulation Exceeds 1,000,000

*A Business Paper Advertisement Writes Home*



Dear Boss:

Six weeks since you've seen me, and am I done in!

You see, "POWER" gets me past doors which put the chill on even our best salesmen. These birds who lay their dough on the line for this paper get their money's worth. And they don't pass up a page.

Everybody here had warned me what a man-eater the Chief Engineer was. So I was shakin' in my covers when he grabbed me. I shook more when he gave me a backhand slap right in the face. But just then he roars at a Shift Engineer standing by, "Well, here she is, Tom! The very power-maker we've been looking for!" And he grins like a gargoyle.

Well, that started it, Boss. On my trip through the power, welding, electrical and millwright departments, everybody gave me a whack and said, "There she is, boys! The one the Chief says we need, and now I can see why." I tried to keep spruced up with all the handling, Boss, but it's no dice -- I'm so dog-eared I could bark!

It's the Chief who pays to see me, but he's just the start. I've seen three shift engineers, their assistants, the master millwright, boss welder, chief electrician - and all their crews. And getting to this mob costs you only three quarters of a cent.

I'm writing you from the office file, Boss - it's nice to get a minute's rest. Hold on, though, here comes the Chief. He's hauled me out again. Yep, he's writing you a letter. Well, see you when you swing out this way. And let me tip you off - this job's a pushover now! We're IN.

*J. Tellem*

P.S. How did my 23,000 twin POWER brothers do on this job, Boss? And you know, POWER is only one of 25 McGraw-Hill business and industrial papers. Why not give us a shot at some of the others?



Business Papers  
get your story  
*through the plant*  
as well as *in* it

---

## McGraw-Hill Publications

*"The Best Sellers in Industry"*

American Machinist  
Aviation  
Bus Transportation  
Business Week  
Coal Age

Chemical & Metallurgical  
Engineering  
Construction Methods and  
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Electrical West  
Electrical Wholesaling  
Electrical World  
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Engineering News-Record  
Factory Management and  
Maintenance  
Food Industries  
Industrial Selling  
Mill Supplies

Power  
Product Engineering  
Radio Retailing  
Textile World  
Transit Journal

McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York, N. Y.

# MR. KELLOGG....

*W. K. Kellogg, President,  
Kellogg Company, Battle Creek, Mich.*



... meet

## MR. MARSHALL

*(Owner, Piggly-Wiggly Stores in Marshalltown, Mason City and Iowa City, Iowa)*



Those long-familiar boxes of Kellogg's Corn Flakes occupy a prominent place on the shelves of Jack Marshall's Piggly-Wiggly store in Marshalltown (as they do in 6,689 other grocery stores throughout Iowa).

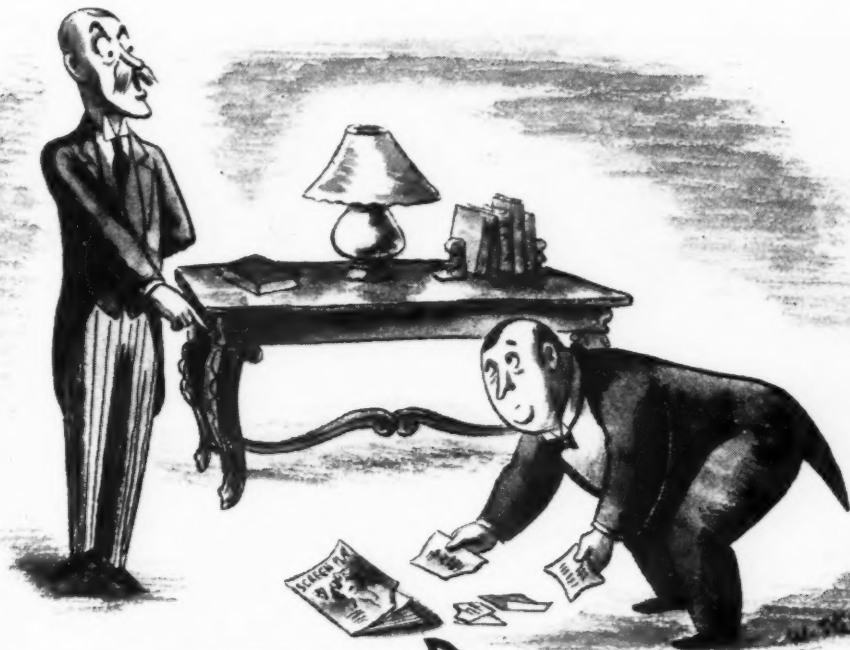
But scarcely more prominent than the place The Des Moines Sunday Register occupies on the reading tables in the homes of Jack Marshall's customers. Although Des Moines is 69 miles from Marshalltown 4,128 of the 4,712 families read The Sunday Register. And Marshalltown

is just one of the 202 out of 205 Iowa cities and towns of 1,000 or more population in which this one newspaper goes into an average of 67% of all the homes.

Just like housewives buying Kellogg's know there are "None genuine without this signature—W. K. Kellogg"—so, Iowa dealers, in all branches of trade, know there are no advertising schedules quite like The Des Moines Sunday Register schedules for moving merchandise... that more than 300,000 circulation, right in the dealer's own local communities, is CIRCULATION THAT COUNTS.

*Iowa*  
**The Des Moines Register and Tribune**

**Careful, Jeeves...every piece is valuable!**



#### SCREEN PLAY

One of the Fawcett magazines distributed monthly to 7800 better Beauty Shop\* paid subscribers.

Wrecked in the hands of readers... Avid, enthusiastic readers, who absorb every thrilling word about Hollywood and romance as portrayed in a Fawcett magazine!

- ★15 women read it! ★12 coupons clipped from it!
- ★"Diamond Lil" story entirely removed!
- ★Penciled comments on Page 54!
- ★9 letters to editors from same vicinity!

*\*This copy came from a better Beauty Shop, Atlanta, Ga.*

#### Yes, indeedy, Jeeves, be CAREFUL

... Among those fragments of that dishevelled, month-back copy of May Screen Play is, "How They Meet Their Wives." More than that — a proof-packed picture of "Coming Events" for many an advertiser.

For that is another of those Fawcett publications now regularly being checked after 30 days in the hands of readers... Beauty shop customers who make up a secondary circulation that's positively amazing... An independent study of 7800 better beauty shops, each of which receives four Fawcett women's magazines monthly, shows that an average of 21.3 women customers per day read at least one of these Fawcett magazines. With 26 working days

to the month, in 7800 beauty shops, this secondary circulation equals more than 4,000,000!

Let us take you behind the scenes with the great audience\* of America's most popular Movie and Romance magazines. From their torn-out articles, mangled pages, and finger marks, you learn why it pays to tell your story where there's cover-to-cover interest and plenty of coupon action—in Fawcett Women's Group!

A typical returned magazine and facts proving Fawcett's PLUS in the mass market, where 90% of all buying is done, is yours for the asking. Write or telephone us today!

#### NEW ADVERTISERS

*That Appeared in MAY Issues of*

#### FAWCETT WOMEN'S GROUP

DRENE SHAMPOO  
DONA RAY POWDER  
ALLEN-A SWIM SUITS  
LOVELY LADY POWDER  
UNTERMAYER-ROBBINS  
EXOTIC ZIRCON

\*Publisher's statement, 2,578,512 net paid circulation, quarter ending March 31, 1937

## FAWCETT WOMEN'S GROUP

*The magazines with the human touch*

Screen Book...Screen Play...Motion Picture-Movie Classic...Hollywood

Movie Story Magazine...Romantic Stories...True Confessions

**FAWCETT PUBLICATIONS, INC.**

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA